

GUIDELINES FOR USE OF THE STARBRAND LOGO

We at the Division of Printing wish to make your transition to the new Kansas Brand Business Card a smooth and enjoyable one. The main goal of the new design is continuity. It is very important that the Divisions and Agencies of the State of Kansas present a unified image to the rest of the world and be clearly recognized in today's global economy.

The best procedure to get your business cards printed is to have the staff at the Division of Printing set your cards. They will follow the rules and guides of the new design. By having the Division of Printing produce your cards, we can ensure that the highest quality will be maintained.

The design uses the Futura font in the setting of the information presented on the card. It was chosen for its clarity and for easy readability. The cards are printed using the Pantone Matching System (PMS) number 281 which is a deep, rich blue. The PMS 281 blue is an excellent match to the blue field used in the state flag. By using the PMS color matching system we can guarantee that all of the business cards are the exact same color from one set of cards to the next. The paper on which the cards are printed was selected for its whiteness, weight and durability.

There will be emergency situations when individuals will need to produce a business card very quickly. In those instances, the Division of Printing will make arrangements for a quick turnaround.

If your office can produce a colored card (that matches the PMS# 281 blue) and the font Futura is available on your office computer, you can produce small runs of your own cards. We will provide your office with the design guide, Kansas Star Logo with your division name, and type specifications. This is not the best situation, but we do recognize emergencies do arise.

Please contact the Customer Service Department (785-296-0533) at the Division of Printing for guidance.